

**What is claimed is:**

1. A method of providing a composite image on a substrate, the method comprising:
- 5 providing a first film on the substrate, the first film comprising a first portion of the composite image;
- providing first registration marks distributed along a length of the first film;
- 10 providing a second film, the second film comprising second registration marks distributed along a length of the second film and a second portion of the composite image;
- aligning the second portion of the composite image on the second film with the first portion of the composite image on the first film;
- 15 dispensing the second film under tension along the length of the second film;
- detecting the first and second registration marks during the dispensing;
- 20 varying the tension along the length of the second film based on the detection of the first and second registration marks to register the first and second portions of the composite image along the lengths of the first and second films; and
- applying the second film to the substrate.
2. A method according to claim 1, wherein the tension under which the second film is dispensed is continuously applied to the second film during the dispensing.
- 25 3. A method according to claim 1, wherein the first registration marks are located on the first film.
4. A method according to claim 1, wherein the first registration marks are visible before the second film is applied to the substrate, and further wherein applying the second film comprises locating the second film over the first registration marks.
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5. A method according to claim 1, wherein the second registration marks are visible.

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5 6. A method according to claim 5, further comprising removing at least some of the second registration marks from the second film.

7. A method according to claim 6, wherein the removing comprises removing a portion of the second film.

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8. A method according to claim 7, wherein the removing occurs before the second film is applied to the substrate.

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9. A method according to claim 1, wherein the first registration marks are invisible.

10. A method according to claim 1, wherein the first registration marks are washable.

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11. A method according to claim 1, wherein the second registration marks are invisible.

12. A method according to claim 1, wherein the second registration marks are washable.

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13. A method according to claim 1, wherein the second film is attached to a liner as dispensed.

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14. A method according to claim 1, wherein the first and second registration marks are distributed in regular intervals.

15. A method according to claim 1, wherein the second film is dispensed from a roll.

16. A method according to claim 15, wherein the second film comprises an orientation indicator proximate an outside end.

17. A method according to claim 1, wherein the first and second films each comprise a width transverse to their length, and wherein the method further comprises registering the first and second portions of the composite image across the widths of the first and second films.

18. A method according to claim 17, wherein registering the first and second portions of the composite image across the widths of the first and second films comprises detecting a distance between a leading edge and a trailing edge of the second registration marks, wherein that distance is indicative of a position across the width of the second film.

19. A method according to claim 1, wherein providing the first film on the substrate comprises applying the first film to the substrate under tension.

20. A method according to claim 1, wherein the first film is applied to the substrate by dispensing the first film from a roll.

21. A method according to claim 1, wherein the composite image, first film, and second film each comprise a continuous length of at least about 5 meters.

22. A method according to claim 1, wherein the composite image, first film, and second film each comprise a continuous length of at least about 10 meters.

23. A method of providing a composite image on a substrate, the method comprising:

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- 5 providing a first film on the substrate, the first film comprising a first portion of the composite image;
- providing visible first registration marks distributed along a length of the first film;
- 5 providing a second film, the second film comprising visible second registration marks distributed along a length of the second film and a second portion of the composite image;
- aligning the second portion of the composite image on the second film with the first portion of the composite image on the first film;
- 10 dispensing the second film under tension along the length of the second film;
- detecting the first and second registration marks during the dispensing;
- varying the tension along the length of the second film based on the detection of the first and second registration marks to register the first and
- 15 second portions of the composite image along the lengths of the first and second films;
- applying the second film to the substrate and the first film such that a portion of the second film is located over the first registration marks on the first film; and
- 20 removing the second registration marks from the second film.

- 24. A method according to claim 23, wherein the removing comprises removing a portion of the second film.
- 25 25. A method according to claim 24, wherein the removing occurs before the second film is applied to the substrate.

- 26. An image graphic kit comprising:
  - 30 a composite image comprising a length and a height transverse to the length;
  - a first film comprising a first portion of the composite image on a major surface of the first film, adhesive on the opposing major surface of the first film,

